

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for electronic shopping, comprising:

receiving a rule;

receiving an instruction from a consumer to associate an item with an electronic shopping cart; and

automatically determining, in response to the instruction, and based on the rule, in response to the instruction, determining that the item is not allowed to be associated with the electronic shopping cart; and

automatically presenting an indication to the consumer, the indication indicating that the item is not allowed to be associated with the electronic shopping cart.

2. (Cancelled)

3. (Withdrawn) A method according to Claim 2, wherein the instruction is received from a consumer, and wherein the rules are defined at least in part by at least one of: a spouse of the consumer; a parent of the consumer; a law enforcement agency; a government entity; a legal guardian; an account holder; a credit card account holder; a co-signer on a credit card; a service bureau; a credit card company; a designated third party; a merchant; and an intelligent software agent.

4. (Currently Amended) A method according to Claim 21, wherein the rules are based at least in part on a price of the item.

5. (Original) A method according to Claim 4, wherein the rules comprise a rule specifying that a price of all items in the shopping cart may not exceed a specified total price.

6. (Withdrawn) A method according to Claim 4, wherein the rules comprise a rule specifying that a price of any one item in the shopping cart may not exceed a specified price.
7. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a type of the item.
8. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a number of items in the shopping cart.
9. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on whether other particular items are associated with the shopping cart.
10. (Withdrawn) A method according to Claim 2, wherein the rules require approval from at least one entity.
11. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on one of: the item; a profile of a consumer from whom the instruction was received; and a profile of an entity responsible for the consumer.
12. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a financial status of a consumer from whom the instruction was received.
13. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a demographic of a consumer from whom the instruction was received.
14. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on a rating of a consumer from whom the instruction was received.

15. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on preferences of an entity responsible for a consumer from whom the instruction was received.

16. (Withdrawn) A method according to Claim 2, wherein the rules are at least one of: fuzzy; conditional; time-dependent; statistical; stochastic; and based on an aggregate of other rules associated with one or more consumers.

17. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on nutritional and health properties of the item.

18. (Withdrawn) A method according to Claim 2, wherein the rules are based at least in part on prior purchases.

19. (Withdrawn) A method according to Claim 2, wherein the rules are dynamically modified based on information from an external database.

20. (Currently Amended) A method according to Claim 1, wherein ~~the instruction is received from a consumer, and wherein the determining step further comprises:~~

~~determining whether approval of the association has been received from at least one of: a spouse of the consumer, a parent of the consumer; a law enforcement agency; a government entity; a legal guardian; an account holder; a credit card account holder; a co-signer on a credit card; and a service bureau; a credit card company; a designated third party; a merchant; and an intelligent software agent.~~

21. (Original) A method according to Claim 20, wherein the step of determining whether approval of the association has been received is not performed for all items.

22. (Withdrawn) A method according to Claim 1, further comprising:  
notifying an entity of receipt of the instruction.

23. (Withdrawn) A method according to Claim 22, wherein the entity is a service bureau.
24. (Withdrawn) A method according to Claim 22, wherein the entity is at least one of: a spouse of the consumer, a parent of the consumer; a law enforcement agency; a government entity; a legal guardian; an account holder; a credit card account holder; a co-signer on a credit card; a service bureau; a credit card company; a designated third party; a merchant; and an intelligent software agent.
25. (Withdrawn) A method according to Claim 1, further comprising:  
presenting a second item for associating with the electronic shopping cart.
26. (Withdrawn) A method according to Claim 1, further comprising:  
in response to the instruction, associating a second item with the electronic shopping cart.
27. (Withdrawn) A method according to Claim 1, further comprising:  
receiving an instruction to disassociate a second item from the shopping cart; and  
indicating that the second item is not allowed to be disassociated from the shopping cart.
28. (Withdrawn) A method according to Claim 1, further comprising:  
associating items associated with the electronic shopping cart with a second electronic shopping cart.
29. (Original) A method according to Claim 1, wherein the item comprises at least one of: merchandise; stocks; bonds; services; promises; and knowledge.
30. (Withdrawn) A method according to Claim 1, further comprising:  
indicating that the item is not allowed to be associated with the electronic shopping cart.
31. (Withdrawn) A method according to Claim 1, further comprising:

presenting the electronic shopping cart including a representation of the item, the representation indicating that the item is not allowed to be associated with the electronic shopping cart.

32. (Withdrawn) A method according to Claim 1, further comprising:  
presenting the electronic shopping cart including a representation of the item, the representation indicating that approval for the item is pending.

33. (Withdrawn) A method according to Claim 32, further comprising:  
receiving approval for the item; and  
presenting the electronic shopping cart including a second representation of the item, the second representation indicating that the item is allowed to be associated with the electronic shopping cart.

34. (Withdrawn) A method for electronic shopping, comprising:  
issuing an instruction to associate an item with an electronic shopping cart; and  
in response to the instruction, receiving an indication that the item is not allowed to be associated with the electronic shopping cart.

35. (Withdrawn) A medium storing processor-executable process steps, the process steps comprising:

a step to receive an instruction to associate an item with an electronic shopping cart; and  
in response to the instruction, a step to determine that the item is not allowed to be associated with the electronic shopping cart.

36. (Withdrawn) A medium according to Claim 35, wherein the determination is based on rules.

37. (Withdrawn) A medium according to Claim 36, wherein the instruction is received from a consumer, and wherein the rules are defined at least in part by at least one of: a spouse of the consumer; a parent of the consumer; a law enforcement agency; a government entity; a legal

guardian; an account holder; a credit card account holder; a co-signer on a credit card; a service bureau; a credit card company; a designated third party; a merchant; and an intelligent software agent.

38. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a price of the item.

39. (Withdrawn) A medium according to Claim 38, wherein the rules comprise a rule specifying that a price of all items in the shopping cart may not exceed a specified total price.

40. (Withdrawn) A medium according to Claim 38, wherein the rules comprise a rule specifying that a price of any one item in the shopping cart may not exceed a specified price.

41. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a type of the item.

42. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a number of items in the shopping cart.

43. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on whether other particular items are associated with the shopping cart.

44. (Withdrawn) A medium according to Claim 36, wherein the rules require approval from at least one entity.

45. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on one of: the item; a profile of a consumer from whom the instruction was received; and a profile of an entity responsible for the consumer.

46. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a financial status of a consumer from whom the instruction was received.

47. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a demographic of a consumer from whom the instruction was received.

48. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on a rating of a consumer from whom the instruction was received.

49. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on preferences of an entity responsible for a consumer from whom the instruction was received.

50. (Withdrawn) A medium according to Claim 36, wherein the rules are at least one of: fuzzy; conditional; time-dependent; statistical; stochastic; and based on an aggregate of other rules associated with one or more consumers.

51. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on nutritional and health properties of the item.

52. (Withdrawn) A medium according to Claim 36, wherein the rules are based at least in part on prior purchases.

53. (Withdrawn) A medium according to Claim 36, wherein the rules are dynamically modified based on information from an external database.

54. (Withdrawn) A medium according to Claim 35, the process steps further comprising:  
a step to present the electronic shopping cart including a representation of the item, the representation indicating that the item is not allowed to be associated with the electronic shopping cart.

55. (Withdrawn) A medium according to Claim 35, the process steps further comprising:

a step to present the electronic shopping cart including a representation of the item, the representation indicating that approval for the item is pending.

56. (Withdrawn) A medium according to Claim 55, the process steps further comprising:  
a step to receive approval for the item; and

a step to present the electronic shopping cart including a second representation of the item, the second representation indicating that the item is allowed to be associated with the electronic shopping cart.

57. (Withdrawn) A medium storing processor-executable process steps, the process steps comprising:

a step to issue an instruction to associate an item with an electronic shopping cart; and  
in response to the instruction, a step to receive an indication that the item is not allowed to be associated with the electronic shopping cart.

58. (Currently Amended) An apparatus for electronic shopping, comprising:  
a processor; and  
a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:

receive a rule;

receive an instruction from a consumer to associate an item with an electronic shopping cart;

automatically determine, in response to the instruction, and based on the rule, that the item is not allowed to be associated with the electronic shopping cart; and

automatically present an indication to the consumer, the indication indicating that the item is not allowed to be associated with the electronic shopping cart.

~~receive an instruction to associate an item with an electronic shopping cart; and~~

~~in response to the instruction, determine that the item is not allowed to be associated with the electronic shopping cart.~~

59. (Withdrawn) An apparatus for electronic shopping, comprising:

a processor; and  
a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:  
issue an instruction to associate an item with an electronic shopping cart; and  
in response to the instruction, receive an indication that the item is not allowed to be associated with the electronic shopping cart.